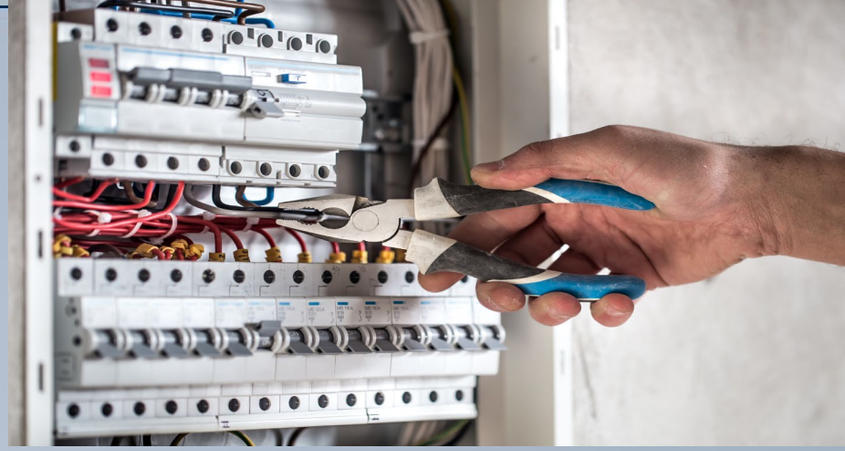
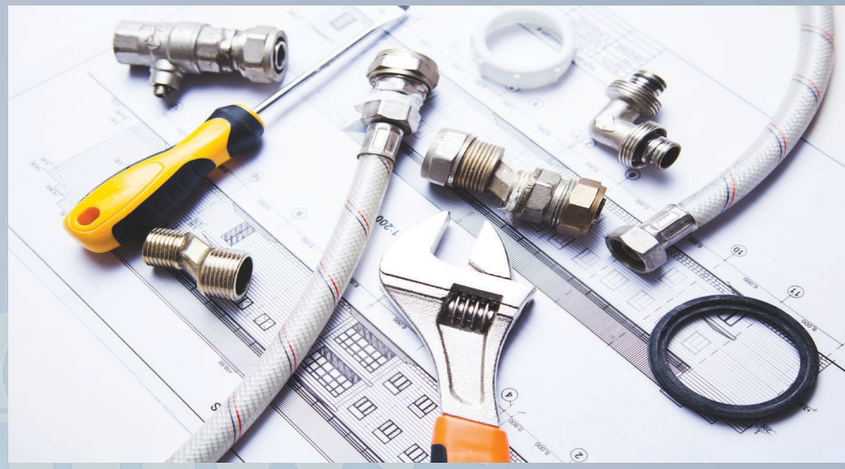






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Group Session

11th March 2025

Adelaide



The Play Book

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- What does the Mastercraft Brand represent for you and your business?

- List the following in relation to Mastercraft
  - Strengths – what makes us stand out?
  - Weaknesses – where are we lacking?
  - Opportunities – where can we improve both individually and as a group?
  - Threats – where are we at risk through lack of focus or from our competitors?



Strengths

- Solid network of supplier relationships
- Recognised professionalism
- Low cost option
- Significant networking support
- High degree of accessible expertise across the group

Weaknesses

- Inconsistency in level of support from Licencee's
- Weakness in Brand recognition and support
- NSO too soft in ensuring Licencee's meet expectations
- Group lacks direction
- Marketing of Electrical and Plumbing is limited

Opportunities

- Grow national brand identity
- Increase Licencee coverage
- Attract aligned Licencees
- Support local business brands in conjunction with the Mastercraft brand
- Increase National Account Opportunity
- Align with appropriate Supply Partners especially as technologies evolve
- Support Industry and Community
- Align opportunities across Kitchens, Electrical & Plumbing

Threats

- Staying where we are…being a "Me Too"
- Continuing to accept variability in Licencee support
- Complacency
- Not understanding our competition

The Benefits of Brand Leveraging

1. Increased visibility and brand awareness
2. Increased credibility and trust
3. Increased sales and market share
4. Increased customer loyalty
5. Increased brand awareness and credibility



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Leverage



What do we want to achieve?

- The Mastercraft Group operates under the 3 pillars of
  - Brand
  - Supply
  - Knowledge
- Success for all involved (Licencee’s, Suppliers and Mastercraft) will come through a focussed and committed approach with objectives for each.



Our Objectives and Game Paln

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BRAND

- Build a brand with national awareness and industry respect
- Review and communicate a complete set of brand guidelines `.
- Onboard appropriate Licensees
- Develop reputation of the brand through excellence in technical knowledge and customer experience
- Ensure brand respect and support by our supply partners
- Support industry and community
- Build a brand industry players want to be part of.

SUPPLY

- Develop a leading supplier network for licensee's
- Ensure all licensees are supporting the supply partner network for 360° benefit
- Ensure highly competitive cost structures are in place with supply partners
- Ensure supply partners are aligned with our commitment to excellence in customer experience
- Grow national account opportunities to increase supply benefits
- Unite the Mastercraft group

KNOWLEDGE

- Provide and develop appropriate mediums for effective sharing of both technical and business knowledge
- Support Licencee's to be at the front of the pack with technical knowledge
- Build a culture that is inclusive and supportive through continuation of quality Comms days and Annual Conferences

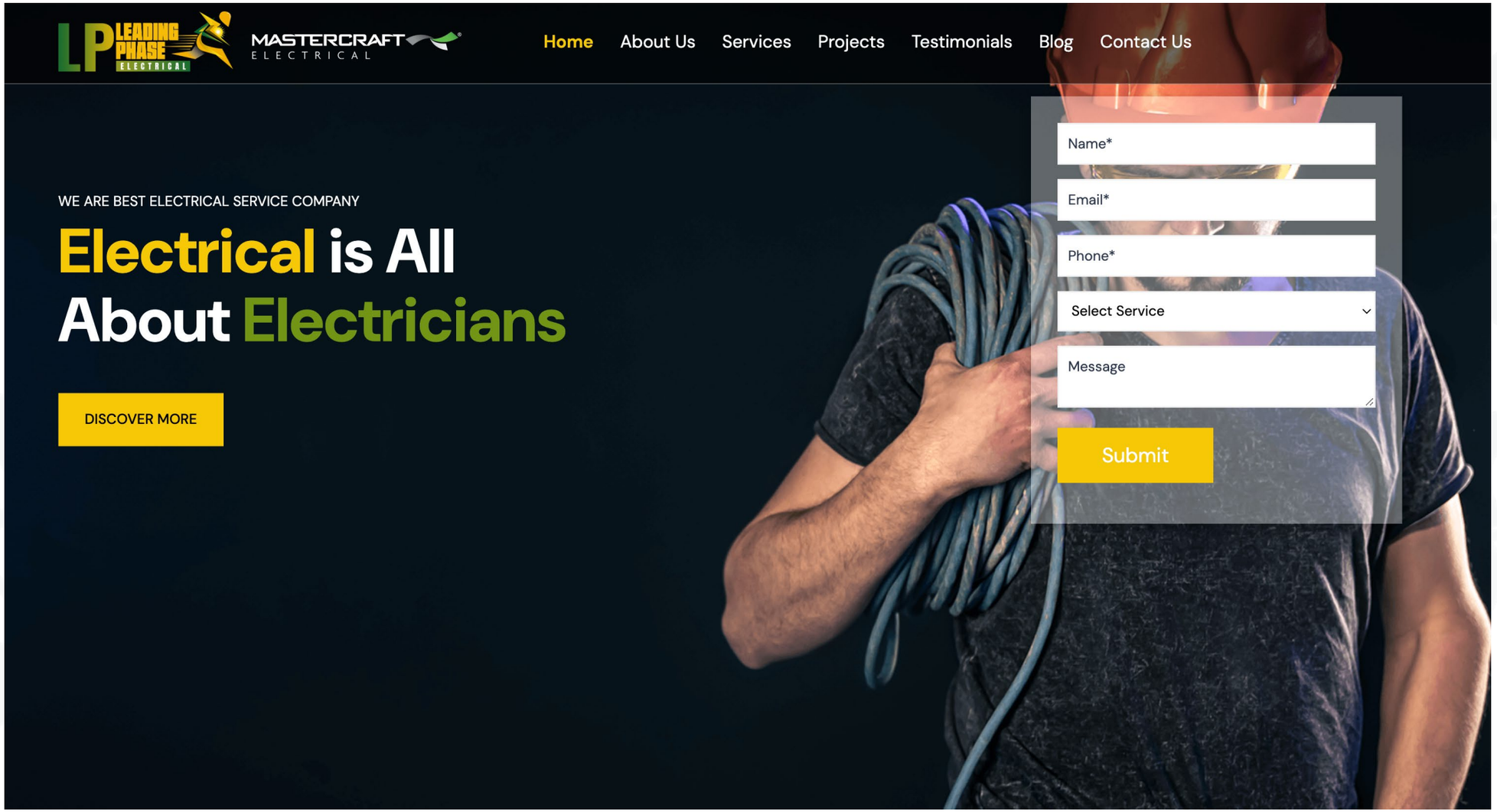
The Game Plan

The actions we will commit to as a team.

BRAND


Align existing Licencees with the brand and brand guidelines
Utilise digital media more effectively

BRAND

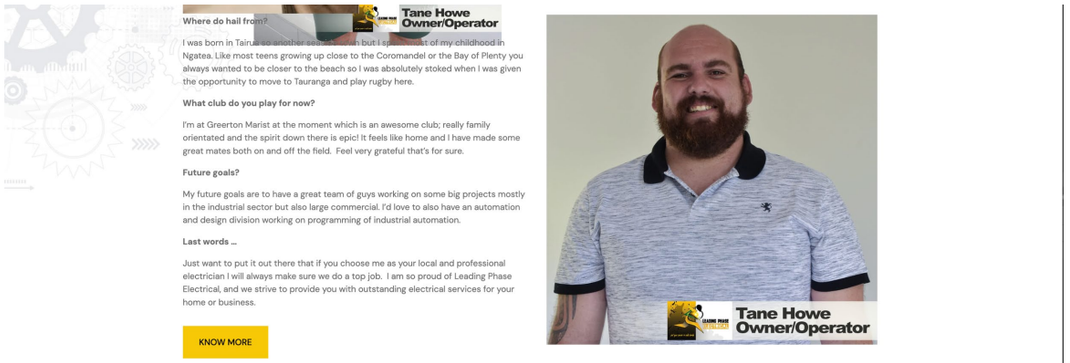


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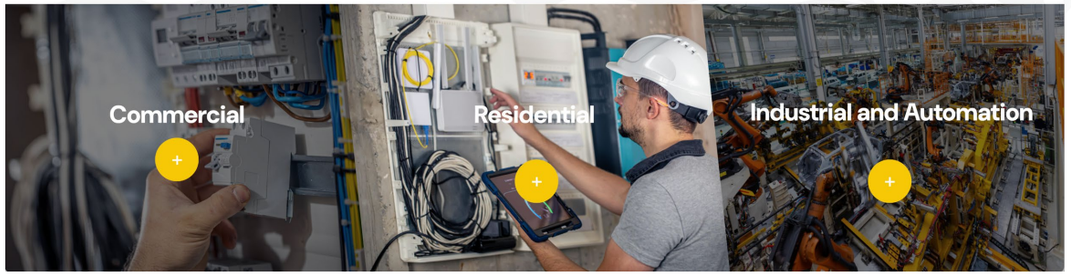
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BRAND



We're your local
MASTERCRAFT
ELECTRICAL
licensee.





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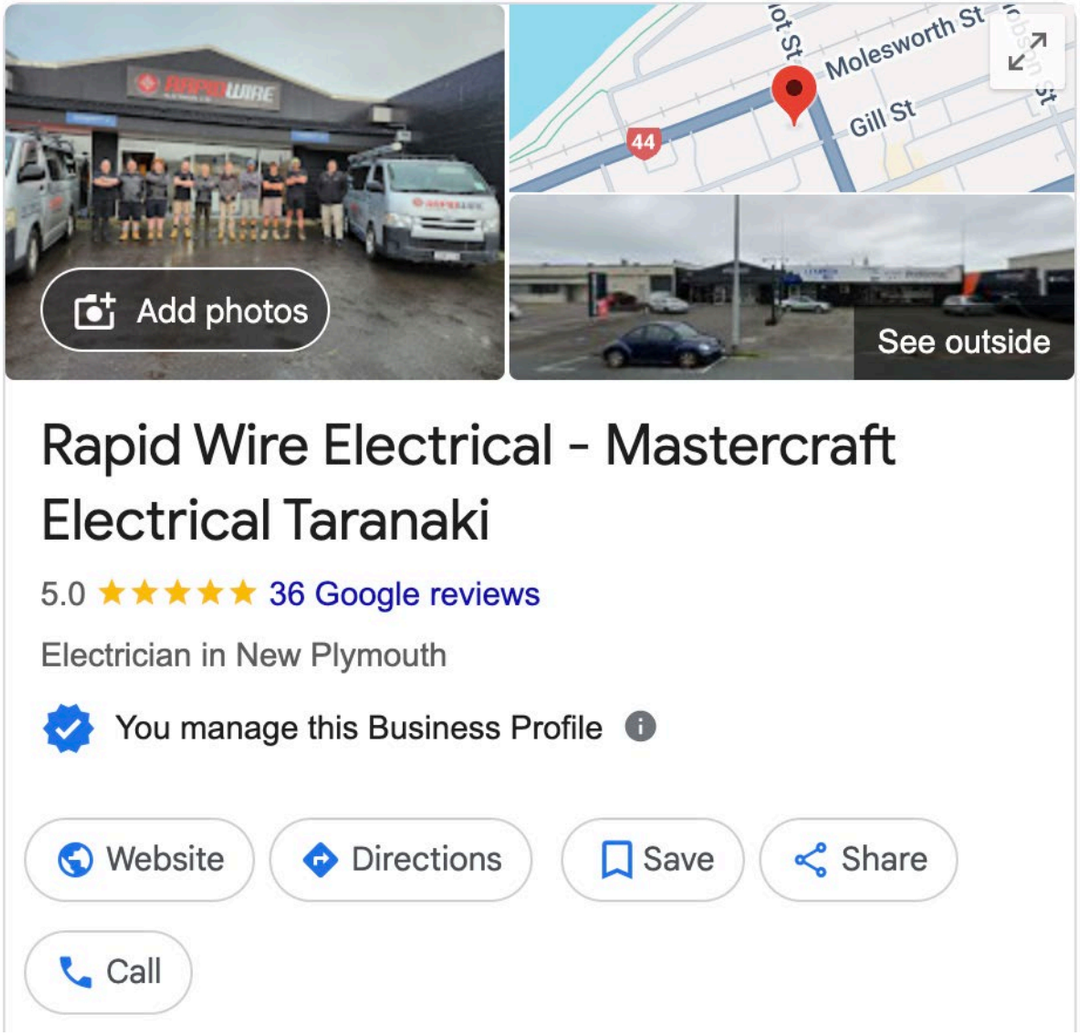
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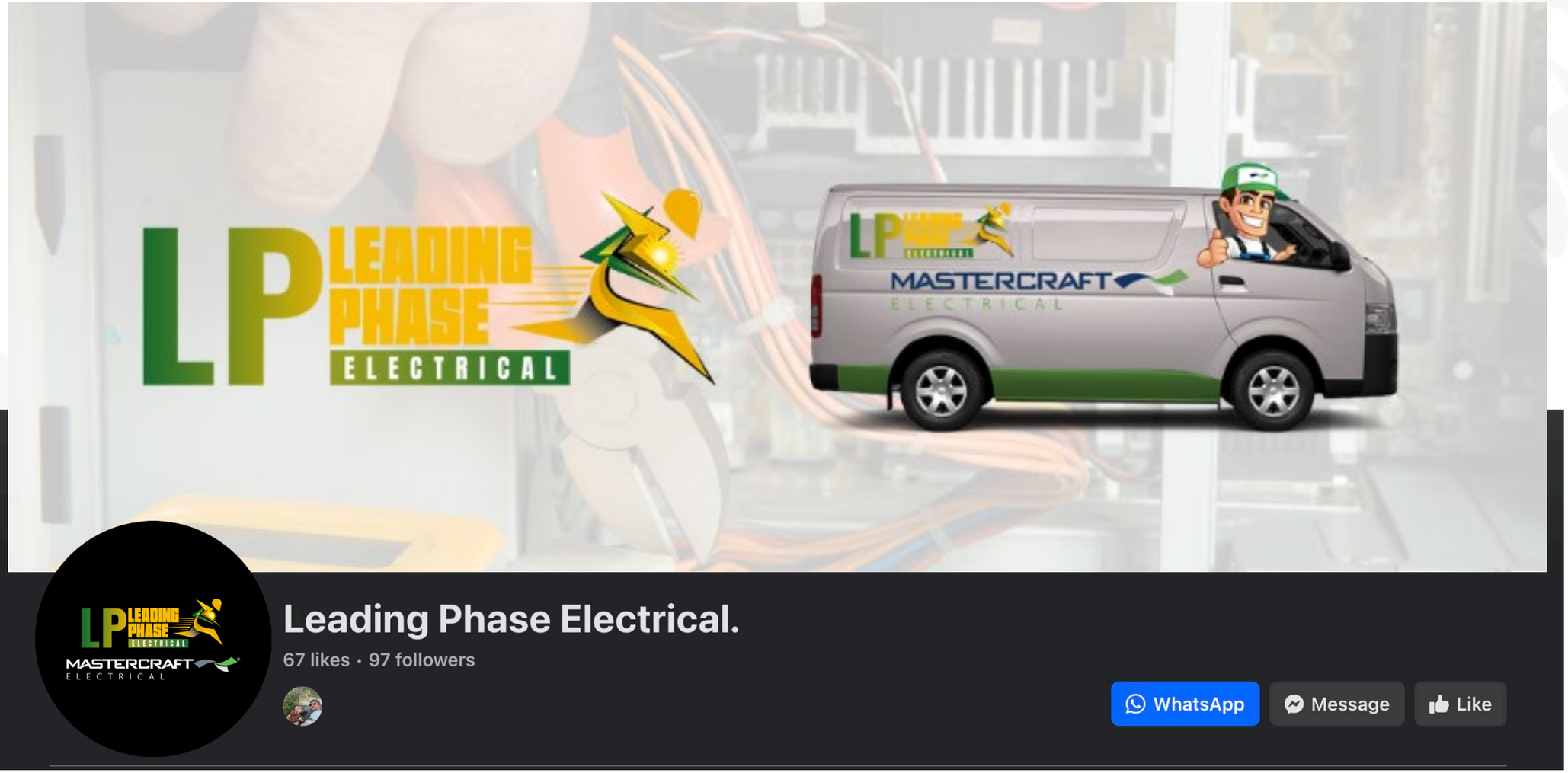
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BRAND



BRAND


Align existing Licencees with the brand and brand guidelines
Utilise digital media more effectively
Targeted recruitment of new Licencee's to establish national footprint
Increase support of industry and community for brand exposure

SUPPLY


Identify and build new supply partnership relationships based on industry trends
Review and monitor support of group supply partners - 360º
Work towards National Account growth to attract greater business and supply opportunity
Be committed to developing intergroup relationships to leverage brand & supply opportunities

KNOWLEDGE


Extend communication channels and review opportunity for central knowledge base
Leverage support of supply partners for greater educational assistance
Review Licencee CRM solution to offer enhanced client management
Set Licencee expectations around support of Comms Days and Conferences

Commitment...
As A Team

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PLAYING TO WIN

Conference 2025 Adelaide

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Group Discussion

- Business Development Manager
- Group Growth Fund Input
- Kainga Ora Contracts
- CRM Solutions
- On selling a Mastercraft Licence
- AOB

Thank you

Enjoy Conference and Adelaide.